

1 1. A method comprising:
2 allowing the use of a content on a content
3 receiver;
4 automatically interrupting the use of the
5 content;
6 enabling the receiver to temporarily replace the
7 content with advertising;
8 identifying content used on the receiver and
9 advertising inserted by the receiver; and
10 collecting information to enable a credit to
11 content providers for inserted advertising.

1 2. The method of claim 1 wherein identifying
2 A includes identifying content and ~~an~~ advertising based on a
3 time relationship between the content and the advertising

1 3. The method of claim 1 wherein identifying
2 includes identifying content and advertising based on the
3 order of playing the advertising and content.

1 4. The method of claim 3 wherein collecting
2 information includes collecting information about the
3 amount of content selected for play on said receiver.

1 5. The method of claim 4 further including reporting
2 to a remote processor-based system information about what
3 content was played with advertising.

1 ^A 6. The method of claim 5 including selecting ~~an~~
2 advertising based in part on the content being played on
3 said receiver.

1 7. The method of claim 1 wherein collecting
2 information includes receiving a user content selection and
3 identifying advertising to associate with said content.

1 8. The method of claim 1 wherein identifying further
2 includes including determining a type of the content.

1 9. The method of claim 1 including automatically
2 replacing the content with advertising after allowing
3 content to be used for a predetermined amount of time.

1 10. The method of claim 1 including automatically
2 determining at predetermined times whether to replace the
3 content.

1 11. An article comprising a medium for storing
2 instructions that enable a processor-based system to:
3 allow the use of content on the system;

4 automatically interrupt the use of the content;
5 enable the system to temporarily replace the
6 content with advertising;
7 identify content used on the receiver and
8 advertising inserted by the receiver; and
9 report information about the content and
10 advertising to a remote processor based system.

1 12. The article of claim 11 further storing
2 instructions that enable the receiver to identify an
3 advertisement that is proximate in time to content.

1 13. The article of claim 12 further storing
2 instructions that enable the receiver to accrue a credit to
3 the provider of content that is proximate to the
4 advertisement.

1 14. The article of claim 13 further storing
2 instructions that enable the receiver to accrue credit to a
3 content provider based on the amount of content selected
4 for play on said receiver.

1 15. The article of claim 14 further storing
2 instructions that enable the receiver to report to a remote
3 processor-based system information about what content was
4 played with an advertisement.

1 16. The article of claim 15 further storing
2 instructions that enable the receiver to select an
3 advertisement based in part on the content being played on
4 said receiver.

1 17. The article of claim 11 further storing
2 instructions that enable the receiver to receive a user
3 content selection and identify an advertisement to
4 associate with said content.

1 18. The article of claim 11 further storing
2 instructions that enable a processor-based system to enable
3 a variety of content to be selected for play at any time.

1 19. The article of claim 11 further storing
2 instructions that enable a processor-based system to
3 automatically replace content with advertising after
4 allowing content to be used for a predetermined amount of
5 time.

1 20. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 automatically determine at predetermined times whether to
4 replace said content.

1 21. A system comprising:
2 a receiver that receives the transmission of
3 content, said receiver including a shell to enable the use
4 of content to be interrupted and temporarily replaced with
5 advertising; and
6 storage coupled to said receiver storing
7 instructions that enable said receiver to associate
8 advertising with content and collect information to enable
9 a credit to a content provider for inserted advertising.

1 22. The system of claim 21 wherein said system is a
2 television receiver.

1 23. The system of claim 21 wherein said storage
2 stores instructions that enable the receiver to identify an
3 advertisement that is proximate in time to the content.

1 24. The storage of claim 23 wherein said storage
2 stores instructions that enable the receiver to accrue
3 credit to the provider of content that is proximate to the
4 advertisement.

1 25. The system of claim 24 wherein said storage
2 stores instructions that enable the receiver to accrue
3 credit to a content provider based upon the amount of
4 content selected for play on the receiver.

1 26. The storage of claim 21 wherein said storage
2 stores instructions that enable the receiver to report to a
3 remote processor-based system information about what
4 content was played with an advertisement.

1 27. The storage of claim 26 further storing
2 instructions that enable the receiver to receive a user
3 content selection and identify an advertisement to
4 associate with the content.

1 28. The storage of claim 21 wherein said receiver
2 automatically to replace the content with advertising after
3 allowing content to be used for a predetermined amount of
4 time.

1 29. The system of claim 21 wherein said receiver
2 automatically determines at predetermined times whether to
3 replace the content with advertising.

1 30. The system of claim 21 wherein the receiver
2 enables a variety of content to be selected for play at any
3 time.